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INTERNATIONAL DEMOGRAPHICS

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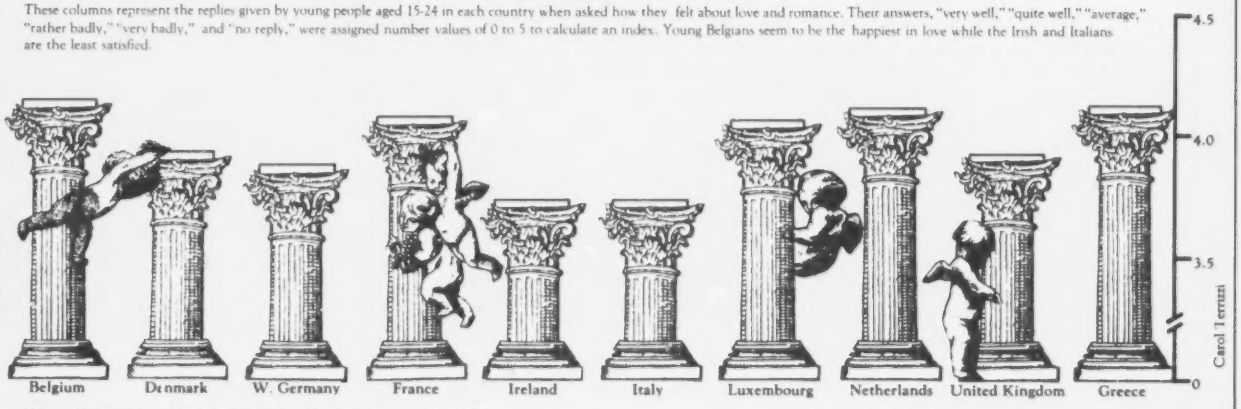
How Young Europeans Feel About Love and Romance

These columns represent the replies given by young people aged 15-24 in each country when asked how they felt about love and romance. Their answers, "very well," "quite well," "average," "rather badly," "very badly," and "no reply," were assigned number values of 0 to 5 to calculate an index. Young Belgians seem to be the happiest in love while the Irish and Italians are the least satisfied.



Source: The Young Europeans Commission of the European Community, 1982.

In the Spring, a Young Belgian's Fancy . . .

Young Belgians and Dutch are the happiest in love and romance while Italians and Irish are the least satisfied, according to a European Community study of the attitudes and lifestyles of Europeans between the ages of 15 and 24.

The 1982 survey of a nationally-representative sample of nearly 4,000 young people was completed in anticipation of the 1985 International Year of Youth, and so that the Commission of the European Communities could better understand the ten member countries' youth.

The Commission report, prepared by Jean-Francois Tchernia, describes the ages 15 through 24 as a "time of metamorphosis. Occupation, household type, and financial situation change more quickly and radically than at any other time of life," it says.

Demographically, the survey is broken down by age, sex, living arrangement, financial situation, and work situation.

About 31 percent of all young Europeans — 12.5 million — are working in full- or part-time jobs, while 44 percent — about 18 million — are students. Generally speaking, the respondents found their work satisfying and believed that their schooling would provide them training for the jobs they hope to find.

Of the young Europeans, 70 percent lived with their parents, and 13 percent with their spouse, meaning that 83 percent of Europeans in that age group live in a family situation. Five percent said they live alone, another 5 percent with a boyfriend, girlfriend, or fiance, and 3 percent said they share housing with other

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The Living Arrangements of Young Europeans by Age and Occupation

(in percent)

Occupation	Living with parents	Living with spouse	Living alone	Living together	Other	Total
Studying (44%)						
15-19 years	94	—	2	1	3	100%
20-24 years	64	3	13	9	11	100%
Working (31%)						
15-19 years	83	5	4	4	4	100%
20-24 years	50	25	10	9	6	100%
Unemployed (11%)						
15-19 years	86	1	3	—	10	100%
20-24 years	62	21	5	5	7	100%
Other (14%)						
15-19 years	—	—	—	—	—	—
20-24 years	19	64	3	6	8	100%
Total (100%)	70	13	5	5	7	100%

Source: The Young Europeans, Commission of The European Communities, 1982

unspecified people. Women leave their parents' homes earlier than men. By age 24, eight of ten women have left their parents, compared with only six in ten men. Women are also more likely to live alone. And, by age 24, 47 percent of women lived with their spouse, compared with only 24 percent of men.

More than three-quarters of young Europeans either say they "manage comfortably" or "can get by if I am careful," on their existing finances. Sixteen percent describe their financial situation as "being difficult to make ends meet," or "being driven to get money any way I can." Men's satisfaction with their financial situation seems to drop off sharply between the ages of 19 and 20, while women's dissatisfaction grows progressively as they get older.

Besides establishing the living and financial situations of young Europeans, the survey also asked about their attitudes, values, and interests.

"As they were born between 1958 and 1967," the report says, "young Europeans aged 15 to 24 have, in the main, always lived in societies experiencing economic growth, technological progress and peace. Unlike their elders, they do not aspire to more material progress, but to a better quality of life in a less violent and more open society."

Using the demographic information in combination with responses to questions about areas of interest, the authors constructed seven typologies, based on interests. The seven groups were distributed similarly in each of the ten countries, except where noted.

Only 4 percent of European youths fell into the first type called No Area of Interest. The majority in this group are non-working, married, poorly-educated women, who have a poor or modest standard of living. While often happy in love, they are not particularly satisfied with their marital lot in life. This type was slightly more common in Belgium and Ireland than in other countries.

Men represent the majority in the Popular Culture type, which accounts for 17 percent of young Europeans and is prevalent in Germany and Belgium. Married heads of households fall into this group more than any other, although many still live at home. Their main interests are science and sports. Their financial situations are reasonably good and they consider their career and job prospects to be good.

Environmental and social problems are the main interests of the 18 percent in the Environment type. They are most likely to be female and neither workers nor students. They are not well off financially and likely to be poorly educated. Italy and Denmark seem to be the home of many people in this type.

The largest group — 22 percent — is found in the Amusement typology, for whom sports, entertainment, and the arts are most interesting. This group is almost evenly divided between men and women. People in this group are likely to live with their parents and likely to be the sons and daughters of blue-collar workers. Large numbers of them are found in the United Kingdom and Ireland.

Italian women seem to have the most interest in the Third World, developing countries, and important social issues. The Third World type contains a prevalence of young women who are unemployed and are not confident about their love life or their job prospects. This represents 14 percent of European youth.

People who are apparently looking for their regional and cultural roots are included among the 10 percent who fall into a type called Regions. These are predominantly middle-class women who have expressed a strong interest in the ways that other people in their region live. Greece seems to have many of these youth.

The seventh typology is one called Politics and includes 15 percent of European young people. This group consists largely of male students from affluent families, but is not particularly well off financially because it is also the group least likely to live with their parents. They are highly politicized and may be unmarried heads of households. They are found most often in Germany, Luxembourg, and Greece.

The complete 175-page report, *The Young Europeans*, is available on a limited basis from The European Community, 2100 M Street N.W., Suite No. 707, Washington, DC 20037, attn. Barbara Sloan. •

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Pioneering Singer Sews Up a New Business Strategy

There was a time when the pedal-powered Singer sewing machine was a household fixture all over the world. "I never heard of any other make until I came to London," said a Jamaican woman. "It was a prized possession. Not many people had them in those days, just the tailors and the better off. It was a status symbol."

Today that symbol is somewhat battered. The Jamaican woman has a Japanese machine — and Singer, which controlled 70 percent of the world market shortly after the Second World War, is fighting to hang on to its 9 percent share in the face of low-cost competition.

But Isaac Merrit Singer, who set up the company over 130 years ago, would be amazed at the way the world's first multinational is tackling its future. Although Singer officials are keeping plans under wraps, the strategy that is emerging would result in the bulk of sewing machine production being concentrated in the Third World while the North American end of the business specializes in high technology armaments and aerospace.

The new-look Singer Company appears to be evolving into two entities, one based on profitable high technology and the other geared to traditional manufacturing using cheap Third World labor. Singer is leading the way in using this new division of labor, not surprising for a company which was the first to have an overseas factory.

The strategy has been prompted by the dramatic fall in sales of sewing machines, particularly in developing countries hit by recession, where Singer's operating income fell from $63.1 million in 1981 to $20.4 million in 1982. Singer's 1982 turnover was stagnant at $2.52 billion but this concealed the increase in aerospace sales to $892 million. For the first time since the company was founded in 1851, sewing machine sales, at $758 million, were eclipsed by another of the company's products. Jubilant Singer executives said that 1983 would be the first year of "the new Singer."

Since 1975, when its losses reached $452 million, Singer has cut back heavily on its North American and European sewing operations and committed itself, in the words of company president William Schmied, to "high technology aerospace operations which represent Singer's principal growth area in the future." This led to the increased importance of its sewing machine production within its Africa, Latin America and Far East group.

Singer does hope for a recovery in its traditional business based on a new range of sewing machines which will be introduced in early 1984. "Plants in Taiwan and Brazil," Schmied told Singer shareholders at the 1983 annual meeting, "will be the focal point for the production of the new consumer sewing machines." The new machines will be cheaper and simpler but will still incorporate modern technology, enabling Singer to compete more effectively with its Japanese rivals. Initially, the new model, code named Phoenix, will be for export only and will go to the U.S. and Europe rather than to the depressed markets of the Third World.

Recent reports suggest that Singer do Brazil, the company's largest overseas subsidiary, will have a particularly important part to play in the new manufacturing strategy. Singer is said to have given a commitment to the Brazilian government to increase its export earnings from the present $30 million to $500 million over the next 10 years.

For the time being Singer will keep open factories at Monza, Italy and Anderson, South Carolina. Both factories, however, have been considerably cut back.

The reorientation of sewing machine production towards Third World countries has been underway since 1976 when Singer's North American and European sewing machine operations were subjected to a radical restructuring. Several factories were closed including the complex of Clydebank in Scotland, where equipment over 100 years old was still in operation. In 1982, Singer closed its factories in Elizabeth, New Jersey and Karlsruhe, West Germany.

Singer's work in aerospace is highly profitable because it is mostly undertaken on contracts for the U.S. government, which provide a guaranteed profit. Over 35 percent of Singer's capital investment is now in this field. Singer subsidiaries, led by Link Simulation and Kearfott Division, are producing flight simulators, inertial guidance system and other equipment for NASA's space shuttle, military aircraft and for conventional aircraft. Other subsidiaries manufacture radar and fire control systems.

Singer's shift into high-profit, high-technology manufacturing for the Pentagon and the gradual transfer of its traditional sewing machine interests to the Third World is particularly interesting given the company's history. It was in 1851 that Singer invented the first sewing machine with an overhead arm which allowed continuous sewing. Demand for the new machines was inexhaustible and was intensified from 1863 on by the Singer Company's policy of selling through salaried agents who ran local offices advertising the new machines and instructing customers on how to use them. These offices also employed debt collectors since Singer was the pioneer of credit purchase.

—William Pike

South/Third World Media Syndication

Country Profile

Republic of South Africa

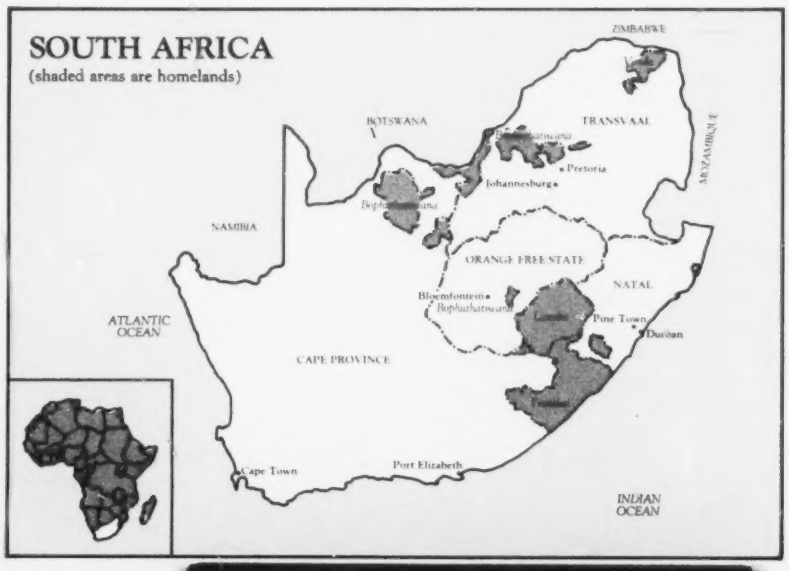
Mention South Africa and the immediate association is with apartheid. Condemned by the world community for their policy of racial discrimination, South Africans contend that outsiders don't understand the system they legalized in 1948.

Apartheid (The Afrikaans word for "separateness") calls for developing different political institutions for blacks and whites in preparation for their eventual separation. By this reasoning, black Africans are not considered permanent residents of South Africa, but rather of the "homelands" to which each tribal group has been assigned by the government. Four homelands have been made independent, and if the remaining six become independent as scheduled, South Africa theoretically will no longer have any black citizens. Under this plan, nearly 90 percent of the current area of South Africa would go to whites, while the remaining 10 percent would be divided among the ten homelands. The United Nations has condemned the homelands policy, and no country has recognized their independence.

"The U.S. Government neither encourages nor discourages private investment in South Africa," according to Department of State and Department of Commerce publications. The U.S. urges American firms to create the same work environment of racial equality in South Africa that they do at home. The U.S. government endorses the Sullivan Principles, which call for equal treatment of all employees regardless of race, advancement of black workers, and assistance with community development to improve living conditions for black employees. All American companies in South Africa (currently about 330) are encouraged to voluntarily adopt the Sullivan Principles.

South Africa had its first post-war year of negative economic growth in 1982, when its real gross domestic product fell by almost 1 percent. Severe droughts have devastated agricultural production and may damage industry if water shortages reduce electrical production.

South Africa is the largest market for American exports in sub-Saharan Africa, although the value of U.S. exports dropped from $2.9 billion to $2.4 billion between 1981 and 1982. West Germany has recently replaced the U.S. as South Africa's most important supplier. The U.S. Department of Commerce predicts an upturn in demand for U.S. imports in 1984, however, and export opportunities are best in water resources, mining, and electrical power station equipment.



Population Growth

By law South Africa has four distinct populations: Africans, whites, coloureds, and Asians. The term "black" as it is used in South Africa includes all nonwhites (i.e., the Africans, coloureds, and Asians), although many population statistics are available for each group separately.*

The combination of Afrikaners and British makes up the white population. Whites are in the minority and numbered only 4.7 million in 1983, or 15 percent of the total population. Since whites rule the country, however, their importance is far disproportionate to their numbers.

There were 2.7 million coloureds in 1983, approximately 9 percent of all South Africans. Cape Coloureds are the descendents of black or Malay slaves and Dutch masters, and most live in the Cape Town area. Asians are the smallest minority, numbering 843,000 in 1983 (3 percent of the total population). Most Asians are descended from Indian workers brought to South

**In this report, we use black in referring to the native African population and nonwhite when Asians, coloureds and blacks are all included in the data.*

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Africa in the mid-19th century to work as indentured laborers on sugar estates in Natal.

Black Africans, the single largest population group, numbered 22.7 million in 1983, or 73 percent of the total population. Blacks are divided into ten subgroups corresponding to the ten ethnically based homelands. The largest groups are the Zulu (5.9 million in 1981) and the Xhosa (3.1 million). "Xhosa" is technically the name of a language and not a single tribe, but it has come to be accepted as an identifier for a segment of the black population.

Preliminary results from the South African census of 1980 reported a total population of 24.9 million, but the U.S. Census Bureau has adjusted that figure for undercount and estimates that the 1980 mid-year population was 28.7 million. Based on the bureau's evaluation, South Africa's population has grown by 28 percent since 1970, when its population was estimated at 22.5 million. The mid-year population for 1983 was estimated at 30.9 million, and the U.S. Census Bureau projects a population of 44.8 million by the year 2000. South Africa is the 5th largest country in Africa and the 28th most populous in the world.

Part of the difficulty in producing reliable population counts for South Africa is the difference in coverage between whites and nonwhites. Nonwhites are much more likely to be undercounted, particularly in rural areas. Since they are the numerical majority, a sizeable undercount can greatly affect the total for the country. For example, the *South African Statistical Yearbook* reported 17 million nonwhites in 1980, whereas the U.S. Census Bureau estimated the number to be 20.9 million after adjusting for age and sex underreporting. This discrepancy alone changes the total count by over 3 million persons.

Statistical data for whites are good. South Africa has had a compulsory vital registration system since the Statistics Act of 1914. Data on births and deaths have been available for whites since 1910, and for coloureds and Asians since the late 1930s. The only vital registration data available for blacks are deaths since 1969 in selected urban areas. The South African Department of Statistics reports that information on black births and deaths is not given for the total country because the data in rural areas are not considered reliable.

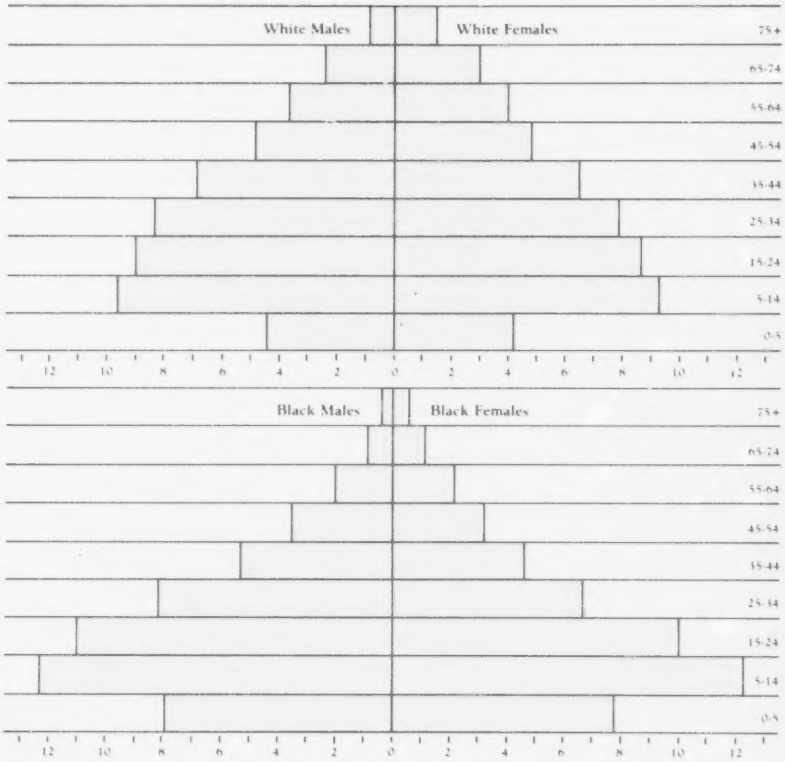
Population growth also varies by race. The annual growth rate for the entire country was 2.4 percent in 1983, but for blacks it was 2.7 percent and for whites it was only 1.5 percent. That means the white population will take about 47 years to double in size, while the black population will double in about 26 years.

Differences in growth rates are reflected in differences in vital statistics. The birth rate among whites in 1980 was 16.5 births per 1,000 whites compared with 40 births per 1,000 blacks. Coloureds and Asians were intermediate with rates of 27.8 and 24, respectively. Death rates in 1980 were 8.3 deaths per 1,000 whites; 12 for blacks; 9.2 for coloureds; and 5.9 for Asians.

Immigration has played an important role in South Africa's white population growth. In 1980 the

Black and White South Africa by Sex and Age: 1980 *(in percent)*

**Note that under 5 is the only 5-year age group, the rest are all 10-year groups.*



	White			Black		
	Total	*Males*	*Females*	*Total*	*Males*	*Females*
All Ages	4,528,100	2,265,400	2,262,700	16,923,760	8,696,080	8,227,680
Under 5*	391,760	199,460	192,300	2,643,640	1,328,860	1,314,780
5-14	854,960	434,960	420,000	4,165,960	2,081,080	2,084,880
15-24	799,560	407,680	391,880	3,568,240	1,867,800	1,700,440
25-34	735,060	376,200	358,860	2,497,820	1,367,920	1,129,900
35-44	605,760	311,180	294,580	1,690,120	905,260	784,860
45-54	436,780	218,860	217,920	1,146,200	597,140	549,060
55-64	347,960	167,000	180,960	697,340	330,640	366,700
65-74	247,480	110,660	136,820	334,640	145,140	189,500
75+	108,780	39,400	69,380	179,800	72,240	107,560

white rate of natural increase (births minus deaths) equalled 0.82 percent. According to the *South African Statistical Yearbook*, the growth rate that year (natural increase plus net migration) was a much higher 1.21 percent for whites. (The *Yearbook's* estimate is lower than that of 1.5 percent made by the U.S. Census Bureau.) Between 1975 and 1980, net migration into South Africa equalled 88,600 persons, the majority of whom were white.

Net migration in 1981 was 33,000 persons. Fifty-five percent of new arrivals were from Europe (predominately the United Kingdom) and 40 percent were from other African countries. Only 2 percent were from Asia. Among emigrants from South Africa, 37 percent listed Europe as their destination; 18 percent were going to other African countries; 27 percent were going to Australia; and 15 percent were going to North or South America. Persons not economically active accounted for about 60 percent of both immigrants to and emigrants from South Africa. Among people entering the country in 1981, 12 percent were in professional occupations and 13 percent were classified as production workers.

Regions and Cities

South Africa is divided administratively into the four provincial governments of the Transvaal, Orange Free State, Cape of Good Hope, and Natal; six of the ten homelands (called National States by the South African government) are still administered by the government. There are three different capitals in South Africa due to disagreement between the Boers and British over which city should predominate after the Union of South Africa was formed in 1910. A compromise was reached by making Pretoria the administrative capital, Cape Town the legislative capital, and Bloemfontein the judicial capital.

The Transvaal grew most rapidly between 1970 and 1980, about 3 percent per year, and had the largest population of any province in 1980. The black population is evenly divided between the Transvaal and the homelands. Growth rates for the homelands are not available but are probably high due to the government's forced relocation programs. The white population grew fastest in Natal, while coloured population growth was greatest in the Orange Free State and Asian growth was greatest in the Transvaal.

Definitions of urban and rural are not consistent from one census to another. In 1951, the census definition of urban was population concentrations of an urban nature, regardless of legal boundaries or status. In 1960, urban included all areas with a population of 500 and over, with or without any form of local authority, as well as "suburban areas" regardless of size.

By the 1970 census, urban was defined as all cities and towns with some form of local management and areas with urban amenities but without some form of local management (usually industrial or mining townships). In the 1980 census, the only requirement for urban status was that the area fall under a specific local authority. Because of these inconsistencies, comparisons over time are not reliable.

In 1980, just over half the population (53 percent) lived in urban areas. Approximately 90 percent of whites and Asians lived in urban areas, while three-fourths of coloureds and 38 percent of blacks were classified as urban. South Africa is largely desert (only 10 to 15 percent of the land is arable), and the diverse conditions are reflected in different levels of urbanization within provinces. The Cape of Good Hope is most highly urbanized at 75 percent. Orange Free State is the least urban (43 percent) of the provinces, while the National States average only 17 percent urban. Among the National States, Ciskei is most urbanized (36 percent), followed by KwaZulu (22 percent). Other homelands range from 3 to 10 percent urban.

The preliminary census count from 1980 found 1.5 million people in Johannesburg, the largest city. City data given in the table are for the city proper, not the urban agglomeration. Durban and Pretoria, for example, which have a half million residents in the city proper, have about 1 million residents each if the agglomeration is counted. Johannesburg, Cape Town, Durban, and Pretoria are the main cities with large metropolitan areas surrounding them.

Ethnicity and Religion

Understanding South Africa's racial and ethnic divisions is the key to understanding the country. Political and social interaction across racial lines is forbidden; interracial marriage is illegal, and sexual contact between whites and nonwhites is punishable by a seven-year jail sentence. Economic relationships are strictly controlled by the passbook system. Every black aged 16 and over must carry a passbook that identifies his or her tribal group and place of residence; employment records; monthly signatures of employers or guardians; and tax receipts (blacks must pay a poll tax even though they cannot vote in national elections). The passbook establishes a black's right to be in a particular area of the country; if found without it, the guilty party is "endorsed out" to the tribal homeland. In some years arrests for passbook violations have averaged 1,500 per day.

Whites, who instituted the apartheid system less than 40 years ago, feel that they have the right to reserve voting privileges, membership in Parliament, and key government positions for themselves. They argue that apartheid can only be understood in the context of South Africa's history, and that outsiders do not have a right to exert pressure for change on the present government.

Modern South Africa's history began in 1652 with the first white settlement in Cape Town by the Dutch East India Company. Afrikaners, descendents of Dutch, German, and French Huguenot settlers, consider themselves the "White Tribe" of South Africa. After establishing the settlement at Cape Town over 300 years ago, they fled into the interior in 1835 to escape British rule. This migration became known as The Great Trek, and the Boers (Afrikaans for farmer) took over successive acres of land as they traveled inland. They claim they occupied only empty land and did not displace black tribes. Afrikaners defend their right to the land with a religious zeal.

Independent Boer republics of the Transvaal and the Orange Free State were created in 1852 and 1854. After

years of dissension, the British conquered the Boer republics and incorporated them into the British Empire. The two former republics and the British colonies of the Cape and Natal were combined in 1910 to form the Union of South Africa, part of the British Empire. Conflict between Afrikaners and British continued, and a resurgence of Afrikaner nationalism led to the establishment of a republic in 1961. At that time South Africa dropped its membership in the British Commonwealth. At all times during these transitions whites retained political control.

Christianity is the predominant religion in South Africa, but there are adherents of traditional African religions. There are also small enclaves of Hindus, Muslims, and Jews.

Age Distribution

South Africa's population is fairly young due to a history of high fertility and high mortality among blacks, coloureds, and Asians. For the population as a whole, 38 percent were under age 15 in 1980 and 4 percent were aged 65 and over. The white population is much older than the black population. In 1980, only 27 percent of whites were under age 15 compared with 40 percent of blacks. Coloureds and Asians are intermediate between the two other groups: 39 percent of coloureds and 37 percent of Asians were under 15 in 1980.

One reason for the different age structures among population groups is the difference in infant mortality rates. The white rate was about 14 infant deaths per 1,000 live white births in 1980, while the rate for coloureds was between 60 and 80. The Asian infant mortality rate was 20 to 25 deaths per 1,000 live births. Data are not available for the black population, but a conservative estimate would place black infant mortality well above that for coloureds (i.e., over 100 infant deaths per 1,000 live births).

Life expectancy for the country as a whole is 61 years. Whites live an average of 70 years; coloureds an average of 59 years; Asians 65 years; and blacks 58 years. As with infant mortality, life expectancy is a good indicator of a group's relative social status and lifestyle. The poorer the group, the higher its infant mortality and the lower its life expectancy.

Households and Housing

Data on housing and households are not yet available from the 1980 census, and statistical yearbooks have information only from 1970. Even in 1970, these data were published only for whites, coloureds and Asians, not blacks. Given the lack of current data, only gross estimates of the number of households and housing units are available.

In 1970, there were 973,000 white households. Dividing the number of whites in 1970 (3.8 million) by the number of white households gives an average of 4 persons per household. The 1983 population of 4.7 million divided by 4 gives an estimate of 1.2 million white households. Coloureds averaged 7 persons per household in 1970, which would put the current number of coloured households at about 386,000. Asians,

South African Population and Growth Rates by Province and Race: 1980

	Population (in 000 s) 1980	*Average Annual Growth Rate (%) 1970-1980*
Total		
Total	23,772*	(NA)
Cape	4,908	1.3
Natal	2,534	1.6
Transvaal	7,974	2.1
Orange Free State	1,833	0.9
Homelands	6,522*	(NA)
Black		
Total	15,970*	(NA)
Cape	1,477	0.6
Natal	1,241	0.9
Transvaal	5,281	2.0
Orange Free State	1,470	0.9
Homelands	6,501*	(NA)
White		
Total	4,453*	(NA)
Cape	1,212	0.9
Natal	557	2.4
Transvaal	2,364	2.2
Orange Free State	311	0.4
Homelands	9*	(NA)
Coloured		
Total	2,554*	(NA)
Cape	2,191	2.1
Natal	88	2.5
Transvaal	217	3.4
Orange Free State	52	3.5
Homelands	6*	(NA)
Asian		
Total	795*	(NA)
Cape	28	2.7
Natal	649	2.1
Transvaal	112	3.1
Orange Free State	—	(X)
Homelands	6*	(NA)

Source: U.S. Bureau of the Census, 1982. *Detailed Statistics on the Population of South Africa, by Race and Urban/Rural Residence: 1950 to 2010.* Table 26.

*excludes the population of Bophuthatswana, Transkei and Venda

(NA) data not available
(X) not applicable

with a 1970 average of 7.6 persons per household, would have a 1983 average of about 111,000 households. There are no data on black households in 1970 from which to make even the broadest guess of current numbers.

Despite a lack of statistical data, there is general agreement that housing for blacks is extremely poor. Black townships outside major cities serve mainly as barracks for workers. Utilities, health services, and housing have been neglected in the homelands as well. In townships, married couples wait years for allocation to rental units. (Authorities allocate housing on the basis of the ethnicity/language group of the household head.) At the time of the riots in 1976, less than one-quarter of Soweto housing had electricity and only 6 percent had bathrooms.

Education

Literacy is defined as the ability to "read and write a language." By this definition, the 1980 census counted 15.1 million literate persons, or 60 percent of the enumerated population. Whites had the highest literacy rate at 87 percent, while 69 percent of coloureds, 78 percent of Asians, and 51 percent of blacks could read and write in 1980. The U.S. State Department estimates higher literacy rates (for persons aged 15 and over) than reflected by the South African census. The State Department reports 98 percent literacy among whites; 75 percent among coloureds; 85 percent among Asians; and 50 percent among blacks.

English and Afrikaans are the official languages, but literacy includes fluency in African languages as well. The major African languages are Zulu, Xhosa, North and South Sotho, and Tswana. Language plays an important political role in South Africa. The Soweto riots of 1976 began when students refused to study Afrikaans in school. The riots spread to other townships, resulting in the deaths of hundreds of blacks and the creation of the Black Consciousness Movement.

Schooling is compulsory for white and coloured children aged 7 to 16. Among Asians the ages are 7 to 15. School is not required of black children, although since 1981 a mandatory program has been gradually introduced. Fifty-five percent of all children aged 5 to 19 were enrolled in school in 1980. Among whites, coloureds, and Asians, the proportions were 74 to 77 percent, while only 48 percent of black children were enrolled in 1980.

The different educational systems are reflected in educational attainment. Twenty percent of whites had completed a secondary education in 1980, compared with 2 percent of coloureds, 6 percent of Asians, and only 0.8 percent of blacks. Four percent of whites had a college or graduate degree compared with less than 1 percent of coloureds, Asians, or blacks. Among blacks, nearly one-half had no formal education at all. By comparison, only 16 percent of whites had no schooling, along with one-third of coloureds and one-quarter of Asians.

Among whites, men and women are equally likely to have a secondary education. At the university level, however, men are more likely to have a degree than women: 6 percent versus 3 percent. Among other population groups, women are less likely than men to have obtained a secondary education. Among coloureds, 2 percent of men and 1 percent of women had completed 10th grade in 1980; among Asians it was 8 percent of men and 5 percent of women; and among blacks, 1 percent of men and 0.5 percent of women had a secondary education.

As of 1982, 4.4 million children were enrolled in primary school and 1.1 million were enrolled in secondary school. Universities and teachers' colleges had 191,000 students and technical institutions had 112,000 students. South Africa has 15 residential universities, 10 of which are for whites, 3 for blacks, and 1 each for coloureds and Asians. There is also a medical university for blacks. The University of South Africa conducts correspondence courses for about 55,000 students of all races.

Employment

The economically active population includes employers, workers on own account, and employees, and refers to persons of any age. Preliminary results from a sample of the 1980 census reported 8.7 million economically active persons, or 35 percent of the population. This is a small numerical increase over the 8.1 million economically active recorded in 1970, but a proportionate decrease from 37 percent of the population. A mid-year estimate for 1982 (excluding the homelands of Transkei, Bophuthatswana, Ciskei, and Venda) was 9 million economically active persons. The unemployed in 1980 accounted for less than 1 percent of the labor force.

Recent figures indicate unemployment has become more of a problem as economic growth has slowed. In 1983 there were an estimated 34,000 unemployed persons (of all races), double the figure from the previous year. Some private estimates place black unemployment and underemployment at 3 million, or 40 percent of the economically active black population.

Whites accounted for only 22 percent of the labor force in 1980. Blacks were nearly two-thirds (64 percent) of the labor force, while

Population of Principal South African Cities: 1980

Johannesburg	1,536,457
Pretoria	528,407
Durban	505,963
Port Elizabeth	491,140
Pinetown	336,398
Vanderbijlpark	294,082
Kempton Park	289,815
Klerksdorp	238,865
Goodwood	238,102
Bloemfontein	230,688
Alberton	230,667
Springs	224,180
Benoni	206,810
Cape Town	213,830
Bellville	213,742
Randburg	189,616
Pietermaritzburg	178,972
Welkom	176,608
Roodepoort	165,315
East London	160,582
Germiston	155,435
Boksburg	150,287
Vereeniging	149,410
Kimberley	144,923
Witbank	139,407
Potchefstroom	130,470
Uitenhage	124,551
Middelburg	116,439
Ermelo	110,800
Pietersburg	110,718
Paarl	107,947
Westonaria	103,865
Krugersdorp	102,940

coloureds composed 11 percent and Asians were less than 1 percent of those economically active. The labor force was one-third female in 1980, the same as in 1970. Approximately 23 percent of all South African women were in the labor force in 1980.

Professional and administrative workers comprised 9 percent of the labor force in 1980. Clerical workers were 9.5 percent and sales workers were 5 percent of the labor force. As one would expect, these white-collar jobs are dominated by whites. Two-thirds of professionals and administrators are white; 61 percent of clerical workers; and 45 percent of sales workers are white. Blacks are more likely to be concentrated in low-skilled jobs. Mining, production, and transportation workers (about one-third of the labor force) were 70 percent black in 1980. Farming, forestry, and fishing occupations were 82 percent black.

Professional jobs are also more likely to be held by men than women. Nearly two-thirds (62 percent) of all professionals and administrators are men and about 48 percent of clerical workers are men, compared to only 20 percent of clerical workers in the U.S. In South Africa, 61 percent of sales workers are men, compared with 51 percent in the U.S.

Statistics on hours worked for selected industries show that laborers in manufacturing worked an average of 42.2 hours per week in 1981, while those in construction worked 41.5 hours per week. The work week has not changed much in length since 1967. Overtime in manufacturing has increased from 4.7 to 6.0 hours per week, or from 12 to 15 percent of the ordinary week. Overtime in construction has declined, from 6 to 4 hours, or from 14 to 9 percent of an ordinary week.

Income

Per capita income in South Africa is the fourth highest of any African country. At $2,770 per person, it comes in behind Libya in Northern Africa (at $8,450), Gabon in Middle Africa (at $3,810) and Reunion (at $3,840) out of 53 African countries, according to World Bank estimates.

The wealth in South Africa is not evenly distributed, however, as statistics on average earnings demonstrate. In 1981, average earnings were 440 Rand per month, or US$506 by exchange rates that year (R0.87 per US$). Whites earned an average of $1,075 per month while coloureds earned $356, Asians earned $472, and blacks earned $262 per month. The government has tried to narrow the wage gap between white and black workers during the last decade. In 1972, blacks earned only 15 percent of whites' salaries; by 1981, black wages were 24 percent of white wages.

These salary and wage statistics include overtime earnings, all allowances and bonuses, and employers' contributions to holiday, pension, and medical funds. Contributions to unemployment insurance, worker's compensation, and Black Services Levy Funds of the Black Transport Account are not included. Statistics are for gross salaries and wages without deductions. Payments in kind are not ordinarily included as part of gross wages.

Black consumers have gained importance as their incomes have risen. Black wage increases have outpaced those of whites and the rate of inflation, although a large absolute gap persists between white and black earnings. Disposable income for blacks was estimated at R9 billion in 1979, up from R4.5 billion in 1977. Black share of total purchasing power was projected to be 29 percent in 1980 (up from 26 percent in 1977), and may rise to 50 percent in the next decade.

Marketing and Communications

Despite increases in black incomes, only 15 percent of market research and 9 percent of all advertising has focused on nonwhite customers. Most of the attention has centered on the 30 percent of the nonwhite population living in urban areas and earning higher than average incomes. Nonwhite consumers have been important in markets such as food, drink, toiletries, medicine, clothing, footwear, and furniture. Nonwhites purchase one-half of all skirts, trousers, and bedroom furniture. As white markets become saturated, industries will depend increasingly on nonwhite consumers for future growth. Purchases of appliances may rise, for example, as more townships get electricity.

Television is a new phenomenon in South Africa. Broadcasting began in 1976, when there were 370,000 sets. By 1980, that total had risen to 1.2 million. Television viewership is estimated at 1.7 million. A recent survey found that 75 percent of white South Africans watch TV at least once a week, and peak viewing times attract about 40 percent of white adults. No advertisement can be shown more than three times a week, and bilingual ads cannot be aired; instead, half of all ads must be in English and half in Afrikaans.

Approximately one-quarter of the population listens to the radio. About 94 percent of whites and 20 percent of nonwhites have access to a radio. There are seven commercial channels, including three regional channels. Radio SR began broadcasting in 1977 to the urban black areas of the Transvaal and Natal with programs and commercials in English (the language common to most blacks).

There were 23 urban daily newspapers in South Africa in 1983, with a circulation of 1.1 million readers. Fourteen are morning papers (circulation 645,000) and nine are afternoon (circulation 496,000). Fifteen of the newspapers are printed in English and eight are in Afrikaans. There are also 56 weekly newspapers with a circulation of 1.6 million. These are small publications mainly of local or regional interest. Twelve are in English, 4 in Afrikaans, and 40 are bilingual. Five Sunday newspapers have a circulation of 1.1 million. One is in Afrikaans and four are in English. The daily paper with the largest circulation in 1976 was the *Johannesburg Star* (184,000), followed by the *Rand Daily Mail*, also out of Johannesburg, (152,000) and the *Durban Daily News* (133,000).

Thirty-five general entertainment magazines were published in 1981, with a circulation of 4.5 million. Twenty were in English, nine in Afrikaans, and six in nonwhite languages. English circulation is greatest at 2.7 million, followed by 1.1 million for Afrikaans and 675,000 for the nonwhite magazines. Farming

journals numbered 26, with 363,000 readers. The majority of farming magazines (21) are aimed at blacks with a readership of 230,000.

Sources of Information

Preliminary results from the 1980 census are available in the report, "Population Census 80," Number 02-80-02, Sample Tabulation of Social Characteristics. The cost is R2.60 and postage is free. The 376 page report can be ordered from the Government Printer, Bosman Street, Private Bag X85, Pretoria, South Africa 0001. Central Statistical Services publishes a quarterly *Bulletin of Statistics*, the most recent of which is for the quarter ending in March 1983. The cost is R5.00 (postage free). *South African Statistics 1982*, compiled by the Central Statistical Services (n.p.) is a 250 page statistical yearbook. Both these publications can be ordered from the Government Printer at the address listed above.

The South Africa Foundation, with a Washington office at Suite 620, 1225 19th Street N.W., Washington, DC 20036; telephone (202) 223-5486, is an organization funded by private businesses to provide facts about South Africa to a world audience. A copy of the *1984 Information Digest* can be ordered for R2.00. Orders for the *1985 Information Digest* must be placed before October 1, 1984.

Orders for the *Digest* may be made directly to South Africa Foundation, P.O. Box 7006, Johannesburg 2000, South Africa.

U.S. publications that can be ordered from the U.S. Government Printing Office include the Department of State *Background Notes* (July 1982); the Commerce Department's *Overseas Business Reports* "Marketing in South Africa" (March 1981; OBR-81-03; $1.25) and "Market Profiles for Africa" (June 1981; OBR-81-14; $1.25); and Commerce's "Foreign Economic Trends for South Africa" (October 1983; FET 83-092; $1.75). The most recent *Foreign Area Studies Country Study of South Africa* was published in 1981. This 464-page reference book can be ordered for $12.00 (Stock No. 008-020-00892-3).

Peter Johnson and Paul Campbell of the U.S. Bureau of the Census

Major Occupational Groups of South Africa: 1983

Major occupational group	Census year	Total	Total	Male	Female	Blacks	Whites	Coloureds	Asians
Professional, technical and related worker	1960	205,520	119,664	85,856	48,487	137,858	13,973	5,202
	1970	360,524	206,462	154,062	91,996	232,523	25,733	10,272
	1980	622,280	349,040	273,240	177,180	371,300	51,280	22,520
Administrative and managerial worker	1960	68,418	62,557	5,861	5,716	58,889	1,442	2,371
	1970	86,234	81,030	5,204	2,306	80,678	1,033	2,217
	1980	137,140	123,580	13,560	4,040	125,820	3,00	4,280
Clerical worker	1960	312,890	164,229	148,661	19,276	276,452	8,965	8,197
	1970	559,684	296,938	262,746	95,359	402,474	36,088	25,763
	1980	828,800	394,060	434,740	200,640	505,220	69,940	53,000
Sales worker	1960	159,782	116,560	43,222	28,894	97,535	10,415	22,938
	1970	288,846	201,339	87,507	78,939	156,144	23,473	30,290
	1980	437,340	264,760	172,580	166,200	195,620	38,300	37,220
Service worker	1960	902,353	287,966	614,387	711,156	58,951	117,649	14,597
	1970	1,261,929	397,596	864,333	1,015,726	102,813	127,558	15,832
	1980	1,428,080	528,620	899,460	1,102,840	155,820	152,840	16,580
Farm, forestry and fishery worker	1960	1,731,368	1,528,913	202,455	1,474,860	117,358	127,575	11,575
	1970	2,525,587	1,639,119	886,468	2,301,822	95,912	121,047	6,806
	1980	1,363,820	1,051,340	312,480	1,114,340	88,900	154,680	5,900
Mining, production and transport worker and labourer	1960	1,948,721	1,859,582	89,139	1,315,760	375,735	214,071	43,155
	1970	2,535,268	2,345,832	189,436	1,746,834	393,816	319,217	75,401
	1980	3,068,840	2,743,900	324,940	2,143,220	434,400	387,280	103,940
Not classifiable	1960	390,798	256,832	133,966	285,597	28,066	59,482	17,653
	1970	491,335	220,095	271,240	368,968	44,542	62,103	15,722
	1980	779,400	404,640	374,760	668,580	27,980	70,460	12,380
Economically active	1960	5,719,850	4,396,303	1,323,547	3,889,746	1,150,844	553,572	125,688
	1970	8,109,407	5,388,411	2,270,996	5,701,950	1,508,902	716,252	182,303
	1980	8,665,700	5,859,940	2,805,760	5,577,040	1,905,060	927,780	255,820
Not economically active	1960	10,265,776	3,639,463	6,626,313	7,030,469	1,926,997	956,233	352,077
	1970	13,684,921	5,357,678	8,327,243	9,638,025	2,264,380	1,334,447	448,069
	1980	16,220,260	6,799,240	9,421,020	11,346,720	2,623,040	1,685,000	565,500
Total population	1960	15,985,626	8,035,766	7,949,860	10,920,215	3,077,841	1,509,805	477,765
	1970	21,794,328	10,746,089	11,048,239	15,339,975	3,773,282	2,050,699	630,372
	1980	24,885,960	12,659,180	12,226,780	16,923,760	4,528,100	2,612,780	821,320
Economically active as percentage of total population	1960	35.8	54.7	16.6	35.6	37.4	36.7	26.4
	1970	37.2	50.1	24.6	37.2	40.0	34.9	28.9
	1980	34.8	46.3	22.9	33.0	42.1	35.5	31.1

Source: Bulletin of Statistics, March 1983

have compiled a 455-page document on South Africa. Completed in October 1982, and titled, "Detailed Statistics on the Population of South Africa, by Race and Urban/Rural Residence: 1950 to 2000," the report contains 54 tables on a variety of demographic and social characteristics. In addition to population projections for whites, coloureds, Asians, and blacks, there are data on life expectancy, children ever born, foreign-born population, literacy, contraceptive use, and the economically active population. Nineteen appendix tables present alternate estimates and projections for basic population totals. Many of the tables are missing 1980 data, but the historical series could be updated using South African sources. The report is for sale for $20.00 in paper and $10.00 on microfiche. It can be ordered by calling the Census Bureau's contact person for South Africa, Paul Campbell, at 301-763-4086. •

—Daphne Spain
Daphne Spain is International Demographics' *Washington correspondent.*

Publications

Madison Avenue in Asia, Politics and Transnational Advertising by Michael H. Anderson, 1984, Rutherford: Fairleigh Dickinson University Press, 343 pp., $39.50. Order from Fairleigh Dickinson University Press, 440 Forsgate Drive, Cranbury, NJ 08512.

The growth of transnational advertising agencies delights some and frightens others. It may not be correct to say that Michael H. Anderson is frightened, yet it is surely correct to say that he does not approve of the rise of transnational advertising agencies.

Using what is happening in Asia in general, and Indonesia, Malaysia, Singapore, and China as examples, Anderson concludes that indigenous advertising agencies suffer when transnational agencies move into a region.

"Through exploitation, fragmentation, and penetration, the United States — and to a far lesser extent — Britain, Japan, and Australia function as advertising 'top dogs,' or Center (central) nations in relation to Malaysia, Singapore, and Indonesia," says Anderson. His studies find that transnationals have "shaped and controlled the structure of the entire national advertising industry" in those three countries.

While some would consider Anderson's data on transnational advertising agencies evidence of good management and an attempt to integrate nationals into the operations, Anderson concludes from the data that advertising in Asia is dominated by the transnationals and that the countries must assert themselves and establish their own advertising policies.

"In poor, weak nations — individually and collectively — the large, vertically integrated TNAAs (transnational advertising agencies) exercise power that gives rise to, or at a minimum indirectly helps maintain, intrasocietal tensions and conflicts. These and other problems certainly would not disappear if the TNAAs disappeared, but their high visibility and political salience would diminish if the influence of the TNAAs were reduced," Anderson states.

"In short," he writes, "as the situation now stands in many developing nations, the possibility of anything resembling an independent, indigenously controlled, national advertising industry, or more comprehensive, a 'new communication order' emerging is unlikely. In political terms, this means national development within these societies will likely suffer because old structures fostering such mutually reinforcing problems as poverty and urban-rural gaps remain."

This book is worth reading for anyone who is trying to understand the recent UNESCO controversy over the "new communication order" and how it could ultimately affect U.S. businesses in developing countries.

Whatever Happened to the Population Bomb? by Carl Haub and Lindsey Grant, 1983, Washington, DC: The Environmental Fund Monograph Series, 8 pp., $2.00. Order from The Environmental Fund, 1302 18th Street, N.W., Washington, DC 20036.

This is an educational pamphlet for people who believe that population growth is no longer a problem. In a question and answer format, it tries to lay to rest the myth that the period of rapid population growth is behind us.

One answer explains it this way, "Nigerian women average about seven children each. Let us assume that a miracle occurs and the average drops abruptly from seven to two, the replacement level. Would population stop growing? Yes, in about 70 years. The reason for this is that the recent decline in mortality has produced a very young population . . . About half of Nigeria's population is below the age of 15. This means that, out of a Nigerian population of 80 million, about 40 million will enter the years of parenthood in the next 15 years."

The demographic lessons are graphically and simply explained.

Urban Life in Contemporary China by Martin King Whyte and William L. Parish, 1984, Chicago: The University of Chicago Press, 401 pp., $30.00.

For firms interested in learning more about China as a modern consumer market, it is important to understand the differences between Western and Asian cultures. Books like this help fill some of the knowledge gaps.

In the section on family behavior, for example, there are chapters on marriage and the choice of mate, the organization of urban families, and the position of women. The life of a Chinese urban family is difficult because of the cultural and political environment.

"Chinese families tend to emphasize the instrumental side of family life — task performance — and to underplay the affective or emotional

continued on p. 15

Regions

North America

Linking Population And Agriculture

The Canadian 1981 Agriculture-Population Linkage Database links data for variables from the Census of Agriculture (value of agricultural products sold, total capital value, total farm area, etc.) and from the Census of Population and Housing 20 percent sample file.

The new database, which was announced by Statistics Canada in April, enables the users to cross-classify the socio-economic characteristics of farm operators and their families with the characteristics of their farm operations.

For more information on the database, contact R. Burroughs, Agriculture Statistics Division, Statistics Canada, Ottawa K1A OT6, Canada; telephone (613) 995-4936.

Trends In Family Life

Statistics Canada has undertaken a survey of family history which will ask respondents such questions as the length of time between their marriage and the birth of their first child, the length of marriages that end in divorce or separation, and the duration of the "empty nest" stage, after all children have left home.

The survey is expected to fill a gap in the information that is currently available about families. The changes in family life cannot be seen in the currently available cross-sectional data. Canadian families are changing: the divorce rate has increased, there are more single-parent families, family size has fallen, and there are more elderly people living alone than as part of an extended family.

Preliminary results and analysis of the family history survey are expected in August.

Young Family Homeowners

Young families (in which the wife or lone parent is aged 35 or younger) are particularly motivated to own homes. *Canada's Young Family Homeowners* shows that since 1971, the home-ownership rate among young families has increased at a much faster rate than among older families. The recent report from Statistics Canada discusses the quality of shelter, regional differences in shelter costs, and average family incomes. *Canada's Young Family Homeowners* (Catalog No. 99-939) can be ordered from Publication Sales and Services, Statistics Canada, Ottawa K1A OT6, Canada, at $5.50 in Canada and $6.60 in other countries.

1984 Catalog

The 1984 Statistics Canada Catalog of publications is now available. It includes most publications from the 1981 Census. One catalog is available free. Additional copies are $5.00. Order from Casual Sales Unit, Central Inquiries, Statistics Canada, Ottawa K1A OT6, Canada; telephone (613) 992-3151.

Asia

India

India has already surpassed China in the number of people by which it grows annually: at least 12.5 million people are added to its population each year compared with China's 11 to 12 million.

If available data are roughly correct, the annual number of births in India exceeds that in China by at least 4 million, possibly by as much as 8 million or more. But India also leads in the number of deaths, approximately 10 million a year, versus 6 to 7 million in China.

One problem with India's 1981 census data has received little attention — India's 1981 census undercount rate is higher than had been assumed. Indian demographers believed that the 1.7 percent undercount rate found by a post-enumeration survey following the 1971 census would provide an upper limit for the 1981 undercount because improvements in the enumeration system should have led to smaller proportions of uncounted people.

However, a convincing case has been put forth by a number of scholars of Indian demography showing that, if anything, the undercount for the 1981 census is probably higher than that for 1971. How much higher is not yet known, but a rate of 2 to 3 percent is probable, and even a 4 percent rate is not unreasonable. This means that the 1981 census count for India is too low by as much as 20 million people.

Nepal

According to the provisional data from the 1981 census, the population of Nepal has increased by 6.7 million since the mid-1950s and now exceeds

15 million people. The annual population growth rate, which averaged 1.7 percent during the 1950s, increased to 2.6 percent during the 1970s.

The *Population Headliners* newsletter of ESCAP (see p. 16), reports that the biggest increase was in the Terai region, particularly in the districts at the eastern and western corners. The Inner Terai districts and some Hill districts had moderate increases but there was only a marginal increase in the Mountain region.

"The most significant feature," *Population Headliners* reports, "is a major shift of population from the marginal hills to the Terai that has now become a new frontier of settlement due to malaria eradication, forest clearance, and concentration of development activities."

Pakistan

Population Headliners also reports that as of the end of 1983, there were 16 million children between the ages of 5 and 14 out of school in Pakistan, and that the number of illiterates in that country increased between 1961 and 1981 from 22.5 million to 40.4 million people. The Population Welfare Division of the Ministry of Planning and Development also reports that there are 7,200 babies born every day, but that 822 children under one year old die every day. About 6.5 million homes have only one room, and in rural areas only 22 percent of the population has access to potable water.

Thailand

The population of Thailand is expected to reach 50 million this year, with an annual population increase of about 850,000. Bangkok is expected to grow by about 200,000 migrants from other parts of the country. The annual population growth rate is now about 1.8 percent, but the government is supporting efforts that should bring the rate down to 1.5 percent by the end of 1986.

Thailand conducted a Contraceptive Prevalence Survey in 1981 and fertility data are available by educational and occupational status of ever-married women.

Seventy percent of women have had four years of schooling; 17 percent have had less than four years; and 13 percent have had five years or more. Fertility declines with increasing education. The difference is most striking for the best-educated women, with average completed fertility of only 3.6 children, compared to the overall average of 6.1 children.

According to the Contraceptive Prevalence Survey, Thai women have a labor force participation rate of 84 percent, but nearly 60 percent of them work in agriculture. Eighteen percent work in jobs roughly comparable to U.S. white-collar categories. Eight percent are unskilled laborers and 16 percent are not in the labor force.

Women who work in agriculture have the highest fertility, with a completed rate of 6.7 children for women who are aged 45 to 49 at the time the survey was taken.

Professional and skilled women have lower fertility rates, related to their higher educational attainment, with about 4 children ever born per woman aged 45 to 49. Women in clerical or sales positions, unskilled laborors, and housewives fall between the two extremes, with an average completed fertility of about 5.3 children.

Philippines

The population growth rate in the Philippines is reported to be declining and the government is trying to reduce it to 2 percent by 1987, according to the Commission on Population.

During the 1960s, the Philippines population growth rate was about 3 percent annually. By 1983, it was reported to be 2.7 percent. The average number of children born to women has fallen from 6.3 in 1965 to 4.5 in 1982, and the average age at marriage has gone up from 22 years in the 1960s to 24 years in the 1970s. A re-

Thailand: Average Number of Children Ever Born per Ever-Married Woman, by Age and Educational Attainment

		Education			
Age	*Total*	*None*	*1-3 Years*	*4 Years*	*5+ Years*
All Ages	3.3	4.6	4.5	3.3	1.9
15-19	0.7	0.9	1.1	0.7	0.5
20-24	1.4	1.9	1.6	1.4	1.1
25-29	2.1	2.8	2.5	2.2	1.5
30-34	3.1	3.9	3.4	3.2	2.2
35-39	4.2	5.0	4.8	4.3	2.8
40-44	5.3	5.4	5.5	5.5	3.1
45-49	6.1	6.6	6.3	6.1	3.6
Total	7,038	634	549	4,924	928

Source: Contraceptive Prevalence Survey, 1981

Thailand: Average Number of Children Ever Born per Ever-Married Woman, by Age and Occupational Status

Age	*Agriculture*	*Professional*	*Sales/ Business*	*Skilled/ Semiskilled*	*Unskilled Labor*	*Housewife*
All Ages	3.6	1.8	3.3	2.4	3.4	2.8
15-19	0.6	*	0.4	*	0.7	0.8
20-24	1.4	0.6	1.5	1.1	1.7	1.4
25-29	2.3	1.3	2.1	1.7	2.3	2.1
30-34	3.3	1.9	3.0	2.4	3.6	3.0
35-39	4.6	2.3	3.8	3.2	4.4	3.7
40-44	5.8	2.4	4.5	3.9	5.5	4.7
45-49	6.7	3.9	5.2	4.3	5.3	5.4
Total	4,051	233	788	205	584	1,119

(*less than 10 cases)

Source: Contraceptive Prevalence Survey, 1981